DOCUMENT RESUME

ED 279 963 CG 019 772

TITLE	TEAM.
INSTITUTION	CBS, Inc., New York, NY.; Government Employees Insurance Co., Washington, DC.; International Association of Auditorium Managers, Chicago, IL.; National Automobile Dealers Association, McLean, VA.; National Basketball Association, New York, NY.; National Highway Traffic Safety Administration (DOT), Washington, D. C.
PUB DATE	15 Oct 85
NOTE	55p.
PUB TYPE	Reports - General (140) -- Audiovisual Materials (100)
EDRS PRICE	MF01/PC03 Plus Postage.
DESCRIPTORS	*Alcohol Education; Alcoholism; *Community Involvement; *Drinking; Facilities; Programing (Broadcast); *Public Service; *Television
IDENTIFIERS	*Drinking Drivers

ABSTRACT

This document presents materials covering the television campaign against drunk driving called "TEAM" (Techniques for Effective Alcohol Management). It is noted that TEAM's purpose is to promote effective alcohol management in public facilities and other establishments that serve alcoholic beverages. TEAM sponsors are listed, including the National Basketball Association, the International Association of Auditorium Managers, the National Automobile Dealers Association, the Government Employees Insurance Company, Columbia Broadcasting System, and the National Highway Traffic Safety Administration. TEAM's four campaign slogans are included in the document with their intended message points and approach. These anti-drinking and driving slogans are shown to make connections between basketball and the anti-drunk driving message (i.e., take away the keys, it's the biggest assist you can make). Scripts from the campaign are included. An extensive 30-page section of the document is a kit for public facility managers on effective alcohol management techniques. Background information, practical advice, an in-house procedures checklist, discussion of public information programs to reduce drinking and driving, and a relevant source materials list are provided. (ABL)

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CBS Inc.

★

Government Employees Insurance Company

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International Association of Auditorium Managers

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National Automobile Dealers Association

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National Basketball Association

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National Highway Traffic Safety Administration
U.S. Department of Transportation

U.S. DEPARTMENT OF EDUCATION
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SLOGANS

MESSAGE CONTENTS

MESSAGES/SLOGANS
FOR TEAM CAMPAIGNS

October 15, 1985

SLOGAN FOR ALL CAMPAIGNS

This slogan will appear on the screen along with the logo during the last three to five seconds of each television spot.

STOP DRINKING AND DRIVING — IT'S A TEAM EFFORT

CAMPAIGN #1

INTRODUCING TEAM

MESSAGE POINTS

- NBA/CBS recognize that drinking & driving is a problem
- NBA and its players are joining the national effort (coalition) to fight drinking and driving
- NBA/CBS want to do their part
- NBA/CBS want to encourage fans/viewers to join with them to do their part — we care

APPROACH

Use national and/or local team spokesperson to convey feeling of cooperation — making people (fans, viewers) a part of the solution -- convey appreciation to fans/viewers for their support.

TAG LINE - CAMPAIGN 1

HELP US CUT OUR ROAD LOSSES . . .

STOP DRINKING AND DRIVING — IT'S A TEAM EFFORT

TAG LINE - CAMPAIGN 1

HELP US CUT OUR ROAD LOSSES . . .

STOP DRINKING AND DRIVING — IT'S A TEAM EFFORT

MESSAGE POINTS

- Friends (teammates) take care of each other. This includes making sure you're friends don't drive after drinking.
  - Have a friend sleep over
  - Take their keys
  - Drive them home yourself
- Know your limits
- NBA/CBS care about fans/viewers -- want fans to be aware of these techniques, fans should know their limits.

APPROACH

Use national and local spokespersons to convey the spirit of friendship among players, which carries over to their caring for fans/viewers — communicates forms of intervention that assure that fans/viewers can share good times (more games) in the future.

CAMPAIGN 2

TAG LINE

Depending upon the spokesperson(s) used, either slogan is applicable.

TAKE AWAY THE KEYS, IT'S THE BIGGEST ASSIST YOU CAN MAKE

PASS THE KEYS, IT'S THE BIGGEST ASSIST YOU CAN MAKE

GIVE UP THE KEYS — IT'S A TURNOVER WE CAN ALL LIVE WITH

CAMPAIGN #3

DESIGNATED DRIVER

MESSAGE POINTS

- When planning to go to the game (or to a friend's house to watch the game on TV) designate someone who will not drink. This person will serve as the "designated driver".
- The designated driver is a special person who takes care of his friends.
- You can have fun when you are the designated driver.
- No one has to worry about "getting into trouble" on the way home from the game.
- Teammates have positive attitudes (enthusiastic acceptance) toward designated driver

APPROACH

Use national and local spokesperson to promote the concept of the designated driver. This message needs to be communicated in a very positive light -- and teammates must show acceptance of this concept.

T A G L I N E

Either slogan can be used — depending upon spokesperson(s) chosen.

THE DESIGNATED DRIVER — OUR MOST VALUABLE PLAYER

THE DESIGNATED DRIVER — A SIXTH MAN WE CAN'T LIVE WITHOUT

Additional thoughts ...

Possible Poster

HEADLINE: WARNING TO DRINKING DRIVERS

PICTURE: Moses Malone

COPY: Stay out of my lane

Possible Poster

HEADLINE: WOULD YOU WANT ME TO DRIVE DRUNK?

PICTURE: Magic Johnson shooting

FINAL SCRIPTS

TEAM SPOTS
"Team Intro"
October 30, 1985

VIDEO	AUDIO	
Open on game in progress.	CELEBRITY PLAYER V/O:	It happens on the court and off.
One player is boxed in the corner -- double-teamed. CUT TO clock winding down. CUT TO player passing to open man who makes the lay-up.		You hear a lot of talk about a one-man team. But even the best players can't win a game all by themselves.
Teammate makes the basket. CUT TO players giving each other "high fives". CUT TO tipsy fan cheering on his way out.		The smart player knows when it's time to pass. And the team that works best together has the best chance of winning the game.
CLOSEUP of Celebrity speaking on camera.	CELEBRITY:	We lose too many lives when individuals take to the road after drinking.
CUT TO fan as friend joins him. CLOSEUP, fan hands keys to friend. Player and coach leave court together. Two fans walk away together toward exit. SUPER: STOP DRINKING AND DRIVING. IT'S A TEAM EFFORT.		But if we work together, we can cut those road losses. Join us in the fight against drinking and driving. IT'S A TEAM EFFORT.

TEAM SPOTS
:10 "Team"
November 16, 1985

VIDEO	AUDIO
OPEN ON BOXED-IN PLAYER MAKING PASS TO OPEN MAN. CUT TO TIPSY FAN AND FRIEND. TIPSY FAN PASSES KEYS TO FRIEND.	CELEBRITY PLAYER V/O: On the court . . . and off . . . the smart player knows when to pass. We lose too many lives to drinking and driving. Join us and cut those road losses. It's a team effort.
CLOSEUP ON CELEBRITY PLAYER.	
SUPER: Stop Drinking and Driving. It's a Team Effort.	

TEAM SPOTS
:10 "Living Room"
December 12, 1985
Verbatim

VIDEO	AUDIO	
OPEN ON GAME IN PROGRESS.	MAGIC	
CU ON CELEBRITY PLAYER.	JOHNSON V/O:	If somebody is having an off-night, take charge. We lose too many lives when fans drink and drive. So, have your friend pass the keys. It's the biggest assist he can make.
SUPER: Stop Drinking and Driving. It's a Team Effort.		

TEAM SPOTS
"Designated Driver"
October 30, 1985

VIDEO	AUDIO
Lone player walking toward locker room after the game. CUT TO lone fan, returning home, coat over his shoulder, walking up walkway to his house. FLASHBACK: Player makes a great shot. FLASHBACK: Fan is calmly driving home a group of rowdies. FLASHBACK: Basket is made, lights flash.	CELEBRITY PLAYER V/O: There's one on every winning team. There should be one in every group of fans. The one guy who can be counted on when the team needs a lift. The one guy who, if necessary, can step in and turn things around so everybody wins.
CLOSEUP: Celebrity Player speaking on camera.	CELEBRITY: We lose too many lives when fans take to the road after drinking too much. So before you go to the game, choose the guy who'll drive you home. The Designated Driver. When you think about it ... that's your most valuable player!
Player reaches locker room and is greeted by happy coach. Fan opens front door and is greeted lovingly by his wife and child. SUPER: STOP DRINKING AND DRIVING. IT'S A TEAM EFFORT.	

TEAM SPOTS

:10 "Flashback"

November 16, 1985

VIDEO	AUDIO
OPEN ON LONE PLAYER WALKING TOWARD LOCKER ROOM AFTER GAME. CUT TO FLASHBACK: HE MAKES GREAT SHOT. CUT TO RETURNING FAN WALKING UP HIS WALK. CUT TO FLASHBACK: HE'S DRIVING GROUP OF ROWDY GUYS HOME. CU ON CELEBRITY PLAYER.	CELEBRITY PLAYER V/O: There's a guy on every winning team: one you can count on to do the job when nobody else can. Before you go to the game, choose the guy who won't drink so he can drive you home. The Designated Driver: <u>that's</u> your most valuable player!
SUPER: Stop Drinking and Driving. It's a Team Effort.	

TEAM PRESS RELEASE

FOR RELEASE TUESDAY
December 24, 1985

Contact: Mr. Mike Impellezzeri, NHTSA
Mr. Lou Priebe, NADA
Mr. Jay Rosenstein, CBS
Mr. Jerry Sachs, Capital Centre
Mr. Gary Smith, GEICO
Mr. Rick Welts, NBA

NEW TEAM LAUNCHED TO EVEN THE SCORE AGAINST DRUNK DRIVING

The National Basketball Association is one of the players on a new TEAM to reduce drinking and driving throughout our nation. TEAM was formed by Mr. Jerry Sachs, President of the Capital Centre and Executive Vice President of the Washington Bullets, to promote Techniques for Effective Alcohol Management in public facilities and other establishments that serve alcoholic beverages. The roster includes:

THE NATIONAL BASKETBALL ASSOCIATION (NBA)

THE INTERNATIONAL ASSOCIATION OF AUDITORIUM MANAGERS (IAAM)

THE NATIONAL AUTOMOBILE DEALERS ASSOCIATION (NADA)

THE GOVERNMENT EMPLOYEES INSURANCE COMPANY (GEICO)

COLUMBIA BROADCASTING SYSTEM, INC. (CBS)

NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA),
U. S. DEPARTMENT OF TRANSPORTATION (DOT)

Local affiliates of the IAAM are working with NHTSA in six cities to implement policies and procedures that will control the misuse of alcohol in public assembly facilities to create a safer and more enjoyable entertainment atmosphere. In addition, all local TEAM members are working to form community-based coalitions that will promote activities to reduce drinking and driving.

President Reagan announced the kick-off of TEAM's national campaign at a White House Press Conference on December 16, 1985. As part of this campaign, a public service announcement starring Magic Johnson of the Los Angeles Lakers is being aired on CBS during prime time and, starting December 25, will be aired during NBA games.

The national coalition plans to provide support to all 23 NBA cities with the hopes that other sports leagues and community organizations will join them to form a national "all star" TEAM to fight drinking and driving.

KIT FOR PUBLIC FACILITY MANAGERS

DRAFT
January 16, 1986

T E A M

Techniques for Effective Alcohol Management

What Is TEAM?

In July of 1985, the National Basketball Association (NBA); CBS, Inc.; the International Association of Auditorium Managers (IAAM); Government Employees Insurance Company (GEICO); National Automobile Dealers Association (NADA) and the National Highway Traffic Safety Administration (NHTSA), part of the U.S. Department of Transportation formed a coalition to reduce drinking and driving throughout our nation. This coalition was organized to encourage public assembly facility owners and managers to work within their facilities and with their communities to promote Techniques for Effective Alcohol Management (TEAM).

What Does TEAM Want to Accomplish?

The overall goal of the project is to demonstrate that public assembly facility owners and managers can work within their facilities and with their communities to create and implement policies and procedures that will effectively reduce the threat of drinking and driving.

The specific objectives of this effort are to: create a more enjoyable entertainment atmosphere; promote effective crowd control; address safety issues that affect people when they travel to, attend, and leave sporting events in public assembly facilities; and to organize community coalitions that will promote activities to reduce the incidence of drinking and driving.

In order to achieve these objectives, participating national parties are working to:

- Promote responsible alcohol service by developing and implementing policies and procedures that enhance the safety of patrons, and reduce the potential liability to public facilities and servers that can occur when people drink and drive upon leaving events at facilities.
- Foster an enjoyable, entertainment atmosphere at public facilities by reducing/eliminating the abuse of alcohol or other drugs by patrons.

- Increase awareness of the dangers of drinking and driving and motivate the driving public to make their communities safer places to live.

- Protect the well-being of patrons and citizens in the surrounding communities by reducing/eliminating instances of drinking and driving that may occur when people travel to and leave events at public facilities.

- Provide leadership to stimulate their communities to carry out comprehensive efforts to deter and prevent drinking and driving and to increase safety belt use.

Why Should I Join TEAM?

Through their local affiliates, the NBA, (its member teams and players); CBS, Inc.; GEICO; NHTSA; and NADA will assist public assembly facility managers to stimulate their communities to join the fight against drinking and driving. At this time, these groups are developing national television spots and other public information materials that can be adapted for local use.

In addition, the IAAM and NHTSA will work with public assembly facility managers to develop and implement alcohol and drug policies and procedures. In order to provide this assistance, IAAM and NHTSA are developing curricula for training management, service, and other appropriate staff. Once the training package has been refined, they will train instructors, develop ancillary manuals and other resources; and, along with other TEAM members, assist public facility managers to develop and evaluate community-based alcohol highway safety programs.

Where Do We Go From Here?

As previously indicated, the overall goal of the TEAM program is to encourage public facility owners and managers to work within their facilities and in their communities to promote techniques for the effective management of alcohol in order to reduce the tragic consequences of drinking and driving. National TEAM members have prepared this kit as an introduction to the TEAM program for potential TEAM members.

This kit contains information on:

- the magnitude of the drinking driving problem,
- how communities can work together to form local TEAMs to fight drinking and driving, and
- background information for public facility managers that highlights the liability issues concerning the serving and consumption of alcohol and other drugs at facilities.

FOR MORE INFORMATION, contact . . .

Mike Impellizzeri
TEAM Coordinator
National Highway Traffic Safety Administration
U.S. Department of Transportation
(202) 426-9581

DRAFT
January 16, 1986

DRINKING AND DRIVING FACT SHEET

Listed below are national statistics describing the nature of the drinking driving problem. The first section contains information on drinking and driving incidents, the second, describes alcohol consumption and driving, and the third section contains drinking and driving statistics specific to teenagers and young adults. We have a long way to go in the elimination of drinking and driving. The information below only begins to describe the drinking driving problem. It doesn't address the numbers of people who are seriously injured and permanently disabled, or the families who are living victims of drunk driving incidents.

Drinking and Driving Incidents

1. More than half of all Americans will be involved in an alcohol-related traffic crash in their lifetime.

2. Over the last 10 years, 250,000 Americans lost their lives in alcohol-related traffic crashes. This is 25,000 deaths each year; 500 every week; 71 every day, and 1 every 20 minutes.

3. Approximately 540,000 people are injured each year in alcohol-related crashes; about 52,000 of them seriously.

4. Traffic crashes are the greatest single cause of death for Americans between the ages of 5 and 34; alcohol is involved in at least half of these fatal crashes.

5. About 43 percent of all fatal crashes involve a drinking driver or pedestrian; between 45 percent and 50 percent of all fatally injured drivers were considered legally intoxicated in most States.

6. The fatally injured victims of alcohol-involved crashes include the following: 52 percent of the victims are the alcohol-involved drivers themselves; 11 percent are drinking pedestrians; 20 percent are passengers in the drinking driver's vehicle; and the remaining 17 percent are passengers, drivers or pedestrians not in the drinking driver's vehicle.

Alcohol Consumption and Driving

1. Beer accounts for half of all the alcohol consumed in this country.

2. Between 7 p.m. and 3 a.m. on weekends, in some parts of the country, 10 percent of all drivers are legally impaired or drunk.

3. During the period between midnight and 4 a.m. on any night of the week, between 75 percent and 90 percent of all fatally injured drivers had been drinking prior to the crash.

Drinking and Driving — Teenagers and Young Adults

1. Although 16-24 year olds comprise only 20 percent of the licensed drivers in this country and account for less than 20 percent of the total vehicle miles traveled, they are involved in 42 percent of all fatal alcohol-related crashes.

2. Drivers between 16 and 24 have twice as many fatal crashes per mile driven as older drivers. When alcohol is involved, the fatal crash rate of young drivers is three times greater than that of older drivers.

3. Approximately 9,000 people between 15 and 24 years old were killed in alcohol-related traffic crashes in 1984. Additionally, approximately 200,000 15 to 24 year olds were injured.

4. Almost 60 percent of the fatally-injured teenage drivers (aged 15-19) were drinking prior to their crash. Forty-three percent were legally intoxicated, according to the laws in most states.

DRAM SHOP LAWS AND LIABILITY PROTECTION

In many states, the passage of Dram Shop Laws which make the server of alcohol responsible for damages caused by drinking drivers, has spurred renewed interest by public assembly facilities and other servers of alcohol in developing alcohol policies. Operators are concerned because there has been a 300 percent increase in the number of liability cases over the past two years and a 500 percent increase in liquor liability insurance costs during the same time period. Fortunately, there are many ways facility management can protect themselves from exemplary damages under common law by having responsible business policies and practices regarding the serving of alcoholic beverages.

Currently, over twenty states provide for dram shop liability action under statutory laws. Seventeen additional states now provide dram shop liability under case law. In these instances, an injured third party can bring common law negligence action against a liquor licensee. Facility managers are urged to contact their legal counsel to identify dram shop liabilities in their own state.

While the laws vary among states, typical dram shop law which would apply to public assembly facilities that have been licensed to sell alcoholic beverages might include:

- Licenses will be held liable in a negligence action for the damages caused by serving alcoholic beverages to minors or intoxicated persons.
- Punitive damages may be awarded if it can be proven that the service of alcoholic beverages was "reckless" where, for example, there was active encouragement of the intoxicated person to continue drinking.

How Do You Protect Yourself From Large Liability Claims?

A facility operator can minimize risks against exemplary liability damages or the loss of a liquor license by developing a set of policies regarding the serving of alcoholic beverages. By doing this, the establishment is more apt to be viewed favorably by the courts if a patron is involved in an alcohol-related crash. In general, these policies include:

1. Admission Policies that address the issue of patrons attempting to bring alcohol or other drugs into the facility;

2. Responsible Sales and Vending Policies that address the guidelines to be followed by concessionaires when serving alcoholic beverages;

3. Alternative Transportation Policies for publicizing alternative transportation that is available for patrons who have been drinking and want to avoid driving.

4. Public Information Policies through which facility procedures are publicized and patrons are made aware of the risks of drinking and driving.

Examples of procedures that can be instituted to support these four major policy areas are listed on the following pages. By reviewing the list and deciding whether the procedure can be instituted, you will have taken the first step in the development of policies and procedures for your facility.

Once the policies and procedures are selected, it is important that : A) the policy and specific procedures be in written form and be approved by facility counsel; B) the management and staff be formally trained and skilled in properly implementing procedures; C) facility patrons be informed about specific in-house policies through the use of sign-ins, public address announcements, and the like; and, d) the community is informed about these in-house policies and procedures.

A number of alcohol management training programs are available to give you and your staff some real solutions to the alcohol abuse problem. They will increase your employee's knowledge and professionalism in coping with abusers of alcohol and help protect you from exemplary damages resulting from any accidents caused by patrons leaving your facility.

For information on programs in your area, contact your State Governor's Highway Safety Representative.

SPECIFIC IN-HOUSE PROCEDURES

A Checklist

Admission Procedures

	Yes	No	Maybe
• Check all coolers and confiscate alcoholic beverages patrons attempt to bring into the facility.	___	___	_____
• Check IDs of people carrying alcoholic beverages and confiscate false IDs.	___	___	_____
• Monitor all patrons entering the premises for apparent intoxication. Inform security and concessionaires of any patrons whose sobriety is in question.	___	___	_____
• Do not allow alcoholic beverages to be carried from the facility's restaurant to the arena or auditorium area.	___	___	_____
• Provide management and security staff support and back up when a patron is denied admission.	___	___	_____
• Increase visibility of parking lot patrols to discourage drinking in the parking areas before and after the event.	___	___	_____
• Announce the exiting policies after each event.	___	___	_____
• Monitor all patrons for signs of apparent intoxication.	___	___	_____
• Prohibit patrons from exiting with alcoholic beverages which have been sold on the premises.	___	___	_____
• Prohibit patrons from loitering or remaining in their cars in the parking areas.	___	___	_____
• Show that the facility supports local police if they should select to set up sobriety check points nearby.	___	___	_____

Responsible Sales and Vending Procedures

Identifying and Serving Legal Drinkers

	Yes	No	Maybe
• Require that patrons show a valid photo ID.	___	___	_____
• Confiscate false IDs.	___	___	_____
• Require IDs from any patron up to 25 years of age.	___	___	_____
• Hand stamp patrons after validating proper IDs.	___	___	_____
• Make periodic ID checks for under-aged drinking in the stands.	___	___	_____

Limiting Sales and Quantity of Liquor

	Yes	No	Maybe
• Limit the number of drinks patrons can purchase at each transaction.	___	___	_____
• Prohibit the use of beer dispensers.	___	___	_____
• Limit the size of containers of alcoholic beverages sold at the facility.	___	___	_____
• Prohibit the sale of alcoholic beverage in cans or bottles.	___	___	_____
• Require facility bars to use "measured pourers" on liquor bottles so that drinks are more apt to be properly mixed.	___	___	_____
• Require that food be made available whenever alcoholic beverages are sold.	___	___	_____

Considering the Nature of the Event

	Yes	No	Maybe
• When appropriate to the nature of the event, non-alcoholic cocktails and/or beer should be made available.	___	___	___
• Based on the nature of the event, discontinue alcoholic beverage service at a pre-determined time prior to the end of the event.	___	___	___
• Management and security staff should be put on alert when service is terminated during an event.	___	___	___
• In-stands vending of alcoholic beverages should be carefully monitored or eliminated depending upon the nature of the event and the anxiety level of the patrons.	___	___	___
• The facility management should, when appropriate, designate non-drinking seating areas.	___	___	___
• When an event is intended for young adults, special consideration should be given to limiting the sale of alcoholic beverages to prevent slightly older peers from purchasing alcoholic drinks for those underage.	___	___	___
• Exercise special attention and creativity in developing and promoting non-alcoholic beverages and food (menus, table tent displays, signs, etc.).	___	___	___

Limiting Alcohol Sales Promotions

	Yes	No	Maybe
• Special policies should be developed for Trade Show Exhibitors who vend alcoholic beverages who may not be included under the facility serving policy guidelines. For example, beer distributors who provide free samples to trade-show patrons.	___	___	___
• Prohibit "last calls" and other countdown techniques designed to promote the last-minute consumption of alcoholic beverages before customers begin to drive home.	___	___	___
• Prohibit any over-reaching promotions which would encourage any form of alcohol abuse or emphasis on quantity or frequency of consumption, e.g., beer commercial on the screen at half time.	___	___	___
• Prohibit promotions that unduly stimulate the sale and consumption of alcoholic beverages, e.g., "the winner of the half-time basketball shooting contest will win a free keg of beer."	___	___	___
• Prohibit the practice of automatically bringing drinks to patrons.	___	___	___
• Separate the "fun" of an event from the "need for intoxication" in the writing of all messages promoting the sale of alcoholic beverages.	___	___	___
• Require that alcoholic beverage signs be turned off or covered when patrons are primarily underage or when alcoholic beverages are not being sold.	___	___	___
• Develop standard procedures for cutting off a patron from more drinking, e.g. minimize confrontation, call security, notify parents if the patron is a minor.	___	___	___

Alternative Transportation Procedures

	Yes	No	Maybe
• Arrange alternate transportation for intoxicated patrons, e.g. call a cab.	___	___	___
• Encourage the formation of alternate forms of transportation for groups and individual patrons to avoid driving after drinking.	___	___	___
• Form and publicize a designated driver program.	___	___	___
• Form and publicize a Dial-A-Ride program.	___	___	___

Public Information Procedures

Printed Messages

	Yes	No	Maybe
• Post signs near concession stands, bars and on the trays of vendors selling beverages in the stands, indicating that this facility does not serve minors.	___	___	___
• Post signs near entrances and exits indicating that no alcoholic beverages may be brought in or be allowed to be taken from this facility.	___	___	___
• Post signs in washrooms warning of the risks and dangers of drinking and driving.	___	___	___
• Print messages on the back of tickets indicating that minors are not served alcoholic beverages.	___	___	___
• Print anti-drinking/driving messages on napkins, placemats in the facility restaurant, coasters, popcorn boxes, table tents, and other paper goods used to serve patrons.	___	___	___
• Use unrented in-house billboard space for drinking and driving messages.	___	___	___

Electronic Message Boards

	Yes	No	Maybe
• Use electronic message boards to warn of the risks of drinking and driving and to inform patrons of positive steps they can take to minimize those risks.	___	___	___
• Design special effects and other graphic techniques to complement the words.	___	___	___

Videoscreen Messages

	Yes	No	Maybe
• Broadcast drunk driving public service announcements.	___	___	___
• Produce your own PSAs using athletes, stars, and personalities known to the patrons of a particular event.	___	___	___
• Use silent word messages during noisy half times. Several slogans in rotation can be effective.	___	___	___

Public Address Announcements

	Yes	No	Maybe
• Make announcements before events indicating in-house policies regarding: bringing alcoholic beverages to the facility, serving minors, cutting off intoxicated patrons, and the like.	___	___	___
• Make announcements during breaks, at half time, and intermissions about the risks of drinking and driving and some things patrons can do. For example, suggest a designated driver and other positive messages.	___	___	___

- Make announcements after events indicating the in-house policy regarding exiting the facility with alcoholic beverages, loitering and drinking in the parking areas. ___ ___ ___

- Make announcements at the end of events about the facility's alternate forms of transportation such as the designated driver program, safe rides program, or shuttle bus services. ___ ___ ___

Special Project Ideas

	Yes	No	Maybe
• Promote non-alcoholic mixed drinks at concession stands. For example, "Non-alcoholic Drinks for Drivers."	___	___	___
• Ask local businesses to buy in-house billboard space and post a drunk driving message.	___	___	___
• Have a billboard contest with local high schools. The winner will have his/her billboard posted in the facility.	___	___	___
• Start some alternate forms of Transportation programs such as a Safe Rides Program, Designated Driver Program, Shuttle Bus Service, and the like.	___	___	___

PLANNING CAMPAIGNS AND PUBLIC INFORMATION PROGRAMS TO REDUCE DRINKING AND DRIVING

There are numerous opportunities and media through which you can reach people with drinking/driving messages. In your facility you can post signs, print messages on paper goods, enter messages on the electronic message board, and others. In the community you can encourage television and radio stations to air anti-drunk driving PSAs and write editorials for newspapers. Listed below are suggestions for in-house public information activities and others that can be undertaken as part of a community-based campaign.

Developing In-house Public Information Activities

Effective Messages and Slogans

There are many ways that patrons of public facilities can receive drinking and driving messages. The procedures listed below contain ideas that have been used in public/assembly facilities across the country.

Printed Messages

- Post signs near concession stands, bars and on the trays of vendors selling beverages in the stands, indicating that this facility does not serve minors.
- Post signs near entrances and exits indicating that no alcoholic beverages may be brought in or taken from this facility.
- Post signs in washrooms warning of the risks and dangers of drinking and driving.
- Print messages on the back of tickets indicating that minors are not served alcoholic beverages.
- Print anti-drinking/driving messages on napkins, placemats in the facility restaurant, coasters, popcorn boxes, table tents, and other paper goods used to serve patrons.
- Use unrented in-house billboard space for drinking and driving messages.

Electronic Message Boards

- Use electronic message boards to warn of the risks of drinking and driving and to inform patrons of positive steps they can take to minimize those risks.
- Design special effects and other graphic techniques to complement the words.

Videoscreen Messages

- Broadcast drunk driving public service announcements.
- Produce your own PSAs using athletes, stars, and personalities known to the patrons of a particular event.
- Use silent word messages during noisy half times. Several slogans in rotation can be effective.

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- Make announcements during breaks, at half time, and intermissions about the risks of drinking and driving and some things patrons can do. For example, suggest a designated driver and other positive messages.
- Make announcements after events indicating the in-house policy regarding exiting the facility with alcoholic beverages, loitering and drinking in the parking areas.
- Make announcements at the end of events about the facility's alternate forms of transportation such as the designated driver program, safe rides program, or shuttle bus services.

Special Project Ideas

- Promote non-alcoholic mixed drinks at concession stands. For example, "Non-alcoholic Drinks for Drivers."
- Ask local businesses to buy in-house billboard space and post a drunk driving message.

- Have a billboard contest with local high schools. The winner will have his/her billboard posted in the facility.
- Start some alternate forms of Transportation programs such as a Safe Rides Program, Designated Driver Program, Shuttle Bus Service, and the like.

Once you have decided on the Public Information Procedures that are to be used, decisions must be made regarding the specific themes and slogans. The lists below contain themes and slogans that have been developed for general sporting events and for specific sports such as basketball. For printed items such as signs, posters or catchy taglines for video screen messages these slogans can help increase your patrons' awareness to the dangers of driving after drinking.

General Sporting Events

- The best thing about a road game is getting home safely — Don't drink and drive.
- If a friend has had too much to drink, bench him -- take away his keys — Don't drink and drive.
- Give up the keys, it's a turnover everyone can live with — Don't drink and drive.
- Teammates and friends take care of each other. Don't drink and drive.
- Play on the team that knows the score. Don't drink and drive.
- Keep your team together. Don't drink and drive. It's a TEAM effort.
- Help cut our road losses. Don't drink and drive. It's a TEAM effort.
- Drinking is not a road game. Stop drinking and driving. It's a TEAM effort.
- We care about you. Don't Drink and Drive.
- The drinking driver. He's not on our team.
- Drinking and driving, a game you can't win.
- The designated driver is your most valuable player.
- Who's driving home from the game? Don't drink and drive.

- Your life may depend on how much someone else drinks before they drive.
- Drinking and driving, why risk it?

Football

- The blitz is on against drinking drivers.
- Who will quarterback your ride home? Don't drink and drive.
- Our goal is to make sure you get home safely. Don't drink and drive.
- The safety blitz is on ... against the drinking driver.
- A good defense against a drinking driver is to wear your safety belt home.
- Wear your safety belt — a good defense against a drinking driver.

Basketball

- Don't foul out — don't drink and drive.
- The designated driver -- our most valuable player. Don't drink and drive.
- The designated driver -- a sixth man we can't live without.
- Pass the keys, it's the biggest assist you can make. Don't drink and drive.
- If a friend has had too much to drink — Take away his keys. It's a man-to-man defense.
- If a friend has had too much to drink — Take away his keys. It's a legal steal.
- The best thing about a road game is coming home safely.
- Know when to shoot and when to pass the keys. Don't drink and drive.

Concerts

- Enjoy the memories of the concert by riding with an alcohol-free driver.
- Don't be drunk driven home.
- Friends don't let friends drive drunk.
- A drunk driving crash is a sound you don't want to hear.

- Your life may depend on how much someone else drinks before they drive.
- Celebrate the concert with care. Don't drink and drive.
- Wear your safety belt home and don't drink and drive.

As an additional defense against liability, facility management and staff should publicize in-house policies when speaking in the community. Let people know that management and staff have been properly trained in the serving of alcoholic beverages. It would be beneficial to show that training is a pre-condition to employment and that training and refresher training sessions for full- and part-time employees are scheduled on a regular basis.

Athletes can be asked to mention their concern about the drinking driving problem and relate how their home facility is on the TEAM to fight drunk driving. This will further establish the facility as a leader or model within the community and should further serve as a hedge against exemplary liability claims.

Developing Community-Wide Public Information Activities

Once the public information procedures have been implemented in your facility, you can help to develop public information activities in your community. This will help reinforce the messages patrons are receiving in the facility and increase the awareness of the general population to this serious problem.

In developing a message, and the theme and appeal that you are going to use to convey it, it is important to think about the effect that you want that message to have on your target audience. Do you want to increase their awareness of the drinking driving problem; change their attitudes toward the acceptability of drinking and driving; increase their knowledge of the consequences of drinking and driving; change their drinking driving behavior; or motivate them to intervene to prevent others from drinking and driving. **Identifying your message and the target audience to whom it will be communicated is the first step in developing your campaign to reduce drinking and driving.**

The next step in the development of your campaign is to identify the mediums through which your message will be communicated and to determine the number of times (exposure) the target audience will receive the message. Most public information campaigns are designed to last approximately 4-6 weeks. Given the optimal number of exposures to the message, this is the maximum length of a coordinated campaign.

A coordinated campaign is one that uses several different mediums, e.g., TV (PSAs, editorials, talk show appearances) radio, posters, billboards, print ads, to name a few, to repeat and reinforce the same message. An additional consideration when developing your campaign is the use of influencers or significant others to help you get your message across.

For example, if your target audience is young men, ages 18-24, who are sports fans, you might want to have a prominent sports figure speak at local high schools and colleges about the perils of drinking and driving. If your target audience is white collar males who drink a lot of three martini lunches, a respected CEO of a major corporation in the community might be asked to appear on a TV talk show. These significant others will increase and enhance the credibility and effectiveness of your campaign.

There is a wealth of different media and activities available as possible carriers of drinking and driving messages. When deciding on which medium to use, consider the following questions: how many people will be exposed to the message (media coverage or readership); to what extent will particular target audiences be reached; to what extent will the prestige and credibility of the medium contribute to the effect of the message (media authority); and what are the economic consequences of the use of certain media (cost/effectiveness considerations). The following describes a variety of activities that can be undertaken during different times of the year using different mediums.

Television

- Send a letter to each television Station manager to alert them to drunk driving issues, detailing your interest and outlining some of your activities.
- Schedule talk show appearances for professionals and citizens knowledgeable about drunk driving.
- Work with Public Affairs Directors to develop on-the-air editorials.
- Hold a press conference at the beginning of your campaign.

Radio

- Ask the phone-in show hosts to schedule several forums to discuss the drunk driving issue during your campaign.
- Ask the stations to develop several editorials to be aired throughout the campaign.
- Give the stations the dates and locations of each of the high school proms in their listening areas and encourage them to produce messages that would encourage alcohol-free driving during prom and graduation season.

Print Media

- Develop a press kit (feature stories, fact sheets, press releases, decals, editorials, camera-ready logo sheets, brochures, law summaries, tragic stories of DWI victims, speakers, etc.) that can be tailored to suit special needs.
- Print the tip-of-the-week (or day) on how to spot drunk drivers in the newspaper.
- Submit a list of possible feature story angles to the editor of the paper. Also contact local free-lance writers who are always in search of a good topic.
- Persuade newspapers to publish a full page ad before each holiday as a public service.

Speeches

- Organize a drunk driving Speaker's Bureau.
- Write sample speech scripts; use local uniform facts.
- Develop a Speaker's Bureau Brochure and distribute it widely.

Signs, Posters, Message Boards

- Ask shopping malls, convention centers, high schools, police stations, etc. to post a drunk driving message on their scoreboards, public marquees, and moving message panels.
- Place posters in store-front windows (drug stores, grocery stores), in corporation hallways, on employee message boards, near elevators, in bar and restaurant rest rooms, and near public telephones.
- Develop and distribute bar signs: "Please don't ask me to serve minors," "We want you to have a good time, but we also want you back," "Non-alcoholic Drinks for Drivers Available."

Brochures

- List in one single booklet a comprehensive community resource list. Include films, materials, speakers, volunteers, activist groups, countermeasure groups with contact names and phone numbers, treatment groups, community leaders who are involved in DWI issues, and a directory of national organizations that can provide even more resources.
- Develop a recipe booklet for non-alcoholic beverages or distribute one that is already developed.

Other Printed Materials

- Approach billboard companies and ask for donated space for your message during their down-time. Ask local businesses to each sponsor one billboard.
- Meet with advertising and public relations agencies. Ask them to adopt this issue and encourage clients to sponsor events, subsidize printing and other projects, etc.
- Print envelope stuffers and offer them to businesses, organizations, associations and government agencies. These messages can be placed in pay envelopes.
- Print litter bags (filled with information).
- Print t-shirt messages.
- Print messages on bar and restaurant placemats, coasters, and napkins.
- Offer camera-ready art to be used on bottle bags in liquor and package stores, as well as grocery stores and drug stores.

- Develop pledge cards - young adults sign cards, co-signed with parent, teacher, club president, etc., using the theme "A Pledge for Life," "A Pact for Life." These are effective with young adults in opening up communication channels with parents.

- Print your own letterhead - have a letterhead printed with Advisory Committee members, intermediaries, and others listed. This gives your group credibility.

- Print street banners - for city streets, fairs, special displays, in shopping centers, and for use in your arena or stadium.

Special Projects

- Complete a cost breakdown of what one person (perhaps someone with several offenses) costs your community. Show that drunk driving is an economic liability. Refer to court expenses, health/hospital costs, insurance, police time and expenses, and the like.

- Conduct a city-wide bartenders' contest to create the best non-alcoholic mixed drink. Present winning drinks at a conference along with printed recipes.

- Tow a crashed car to high schools and shopping center parking lots (or inside the mall) showing what a local victim's car looks like. A small sign could tell about the victim. Be certain to clear this with families, attorneys, etc.

- Stage a simulation of an entire drunk driving crash scene in the center of town. Make use of make up, police, demonstrate the "Jaws of Life," ambulance service, hospitals to give actual blood tests, and the like. Ask for hard news coverage.

- Sponsor free taxi courtesy cards for employees who over-imbibe. These would be passed out by organization heads at employees' orientation or at a special event. This would be signed by the taxi driver and be turned in by the employee for reimbursement.

HOW TO USE AND OBTAIN EXISTING MATERIALS FOR DEVELOPING YOUR PUBLIC INFORMATION CAMPAIGN

Many organizations and communities have developed public information materials on drinking and driving that they are eager to share. In some instances, groups are willing to provide materials that can be adapted for local use. Others would prefer that you do not alter their materials. When requesting information make sure you find out the circumstances under which materials are being provided.

Available materials include: television and radio public service announcements; posters; bumper stickers; print ads, films and lists of campaign themes and slogans which can be used in developing your own campaigns. Possible uses of these materials are suggested below:

Adapt materials for local use. In cases where the material is appropriate for your community, it may be possible to simply secure the printing elements and tag each piece with your organization's name.

Use the existing design. You may like the message and format of a particular piece, but feel that some elements are not appropriate. You may choose to produce a new version by simply changing a few words or using your own photographs. Here, substantial cost savings can be realized in that the creative and development stages of production are eliminated.

Gain ideas for new materials. Materials offer a wide range of subjects and ideas for further development. You may choose to combine or adapt several different pieces or develop entirely different approaches from those used previously.

Specific Sources For Obtaining Campaign Materials

Alcoholics Anonymous World Services, Inc.
P.O. Box 182
Madison Square Station
New York, NY 10010

American Automobile Association
8111 Gatehouse Road
Falls Church, VA 22042

American Automobile Association Foundation for Traffic Safety
8111 Gatehouse Road
Falls Church, VA 22402

American Driver and Traffic Safety Education Association
123 North Pitt Street
Alexandria, VA 22314

American Medical Association
Safety Education Department
535 North Dearborn Street
Chicago, IL 60610

Distilled Spirits Council of the United States, Inc.
Education Department
1300 Pennsylvania Avenue
Washington, DC 20004

Mental Health Materials Center
30 East 29th Street
New York, NY 10016

National Association of Governors' Highway Safety Representatives
444 North Capitol, N.W.
Suite 524
Washington, DC 20001

National Association of State Alcohol and Drug Abuse Directors
444 North Capitol, N.W.
Suite 530
Washington, D.C. 20001

National Audiovisual Center
General Services Administration
Washington, D.C. 20409
(301)763-1896 (Information Services)

National Clearinghouse for Alcohol Information
P.O. Box 2345
Kensington, MD 20852

National Clearinghouse for Drug Abuse Information
P.O. Box 416
Kensington, MD 20795

National Clearinghouse for Mental Health Information
Room 11A-21
5600 Fishers Lane
Rockville, MD 20852

National Council on Alcoholism
Publications Department
733 Third Avenue
Suited 1410
New York, NY 10017

National Highway Traffic Safety Administration
Department of Transportation
400 7th Street, S.W.
Washington, DC 20590

National Safety Council
444 North Michigan Avenue
Chicago, IL 60611

National Technical Information Service
Springfield, VA 22151

Traffic Safety Now, Inc.
c/o Motor Vehicles Manufacturers Association
1620 I Street, N.W.
Washington, DC 20006

U.S. Brewers Association
Alcohol Programs Division
1750 K Street, N.W.
Washington, DC 20006

U.S. Government Printing Office
Superintendent of Documents
Washington, DC 20402
202-783-3238 (Orders and Information)

STATE-LEVEL PROGRAMS

For information, contact these agencies: State Alcohol and/or Drug Abuse Authority, State Department of Education, State Department of Mental Public Health, State Department of Motor Vehicles, State Highway Safety, Department of Transportation, and the office of the Governor's Highway Safety Representative.

DRAFT
January 16, 1986

CONTACTING POTENTIAL TEAM MEMBERS
(Organizing the Community)

Local affiliates of the TEAM national coalition are all committed to working with public facility managers to establish local programs that will promote activities to reduce drinking and driving.

The success of a community-wide drinking and driving program depends on the active support and guidance of influential public officials and private citizens who have the trust and respect of the community. However, before you begin to contact potential TEAM members, find out what has been done, or is being done in your community to combat the drinking driving problem. **You may end up joining someone else's team.**

Find out whether the mayor has appointed a task force on drinking and driving. Contact your local newspaper and speak to a reporter who has covered drinking/driving stories. **Before you announce the first meeting, make sure you have a game plan that will enable you to create a winning team.**

You might consider contacting the Mayor, City Council members, Superintendent of Schools, Team Owners and Players, Police Chief, Congressman, Newspaper Publisher, Public Health Authority, Head of Local Alcohol Authority, Head of Retail Liquor Board, Traffic Court Judge, Local Church Leaders, Ethnic Community Leaders, Jaycees President, United Way Director, Television Station owners, and others to join the TEAM.

Seek out people who can be counted on for support throughout the life of the project. Make sure you attract individuals with skills and resources directly related to your program, in addition to persons who offer status or money. Look for committee members with special qualifications, such as policy-making authority in local government or in an organization that comes in contact with potential or actual drunk drivers. Other valuable qualifications of members include knowledge of and access to the media and ability to mobilize volunteer groups.

The first meeting will be important. Invite potential committee members by letter. Describe the extent of the problem in your community and what is being done about it. Reinforce your invitation with available statistics pertaining to the drinking driving problem in your community.

At the first meeting, present potential members with an overview of the program: the objectives, a list of related needs in terms of funding and resources, and recommendations on how they can assist with the program's design and implementation. Obtain their commitment to the program by identifying a specific activity or committee on which they can work.